

Draft West Portal Business Improvement District Survey

DATE _____ TIME _____

Hello, my name is _____. I work for a public opinion research firm in San Francisco conducting a study of visitors to the West Portal area. We would like to ask you some questions that will take just a couple minutes.

First, I'm going to read a list of activities. For each I read, please tell me how likely you think it is that you will do that activity today, or at ANY point in the future, while in the West Portal area?

		Very Likely	Somewhat Likely	Slightly Likely	Not At All Likely
1.	Eating or drinking at a restaurant, café, or bar	1	2	3	4
2.	Shopping	1	2	3	4
3.	Going to a movie	1	2	3	4
4.	Strolling or walking around	1	2	3	4
5.	Conducting professional business like visiting a doctor, real estate agent, or accountant	1	2	3	4
6.	Conducting personal business like visiting a hair salon, dry cleaners, or nail salon	1	2	3	4

IF Q4 = 1,2,3 AND Q1,Q2,Q3,Q5,Q6 = 4 [THOSE ONLY STROLLING]

Now I'm going to read you a list of services. For each of the following, please tell me whether it would make you more likely or less likely to spend time in the West Portal area, or whether it would make no difference to you.

		More Likely	No Difference	Less Likely
7.	Extra security to make sure the area is safe	1	2	3
8.	Steam cleaning and graffiti removal to make sure the area is clean	1	2	3
9.	Plants, flowers, and landscaping to maintain the appearance of the area	1	2	3
10.	If the West Portal area did have these services and was cleaner and safer, how likely would you be to engage in commerce there?			

Very likely
Somewhat likely
Slightly likely
Not at all likely